

(43) International Publication Date
17 June 2021 (17.06.2021)



(10) International Publication Number
WO 2021/116199 A1



(51) International Patent Classification:

<i>H04N 21/44</i> (2011.01)	<i>H04N 21/258</i> (2011.01)
<i>H04N 21/442</i> (2011.01)	<i>H04N 21/2665</i> (2011.01)
<i>H04N 21/81</i> (2011.01)	<i>H04N 21/222</i> (2011.01)
<i>H04N 21/84</i> (2011.01)	

(21) International Application Number:

PCT/EP2020/085335

(22) International Filing Date:

09 December 2020 (09.12.2020)

(25) Filing Language:

English

(26) Publication Language:

English

(30) Priority Data:

1918212.0 11 December 2019 (11.12.2019) GB

(71) **Applicant: SECURE BROADCAST LTD.** [GB/GB];
Callender Buildings 6a Callender House, Belfast BT1 5HX
(GB).

(72) **Inventors: LENNON, Helen;** C/O Secure Broadcast Ltd. 6a Callender Street, Belfast BT1 5BN (GB). **PURCELL, Damian;** C/O Secure Broadcast Ltd. 6a Callender Street, Belfast BT1 5BN (GB). **JONES, Kristopher;** C/O Secure Broadcast Ltd. 6a Callender Street, Belfast BT1 5BN (GB). **NATARAJAN, Arun;** C/O Secure Broadcast Ltd. 6a Callender Street, Belfast BT1 5BN (GB). **ROBINSON, Fraser;** C/O Secure Broadcast Ltd. 6a Callender Street, Belfast BT1 5BN (GB).

(74) **Agent: FRKELLY**; 27 Clyde Road, Dublin, Dublin D04 F838 (IE).

(81) **Designated States** (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM,

(54) Title: A METHOD FOR DISTRIBUTING PERSONALISED VIDEO CONTENT ACROSS A NETWORK

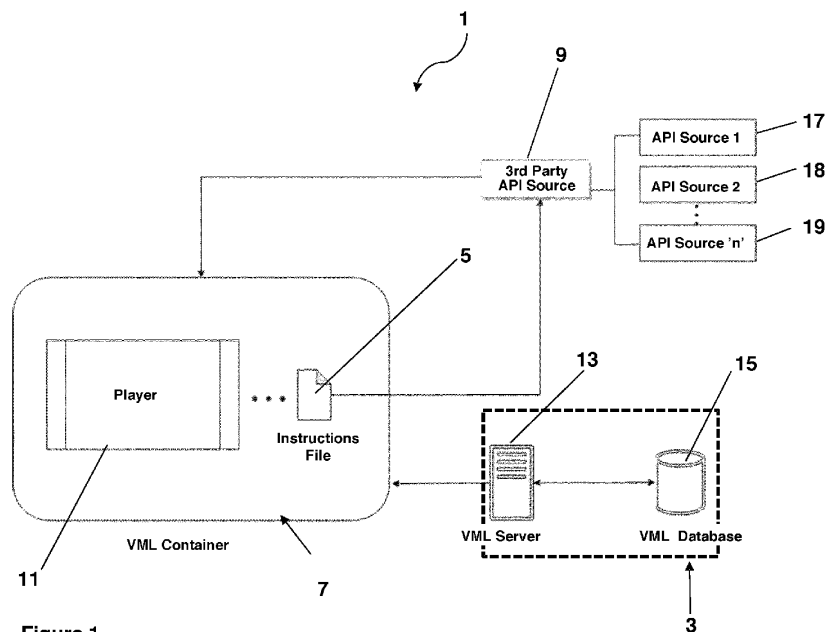


Figure 1

(57) **Abstract:** A method for distributing video content across a network, the method comprising: providing video data to a primary data source, associating control data with the video data, broadcasting the video data with associated control data from the primary data source to one or more user devices across the network, providing a media player on the respective user devices which is operable in response to reading the control data to create auxiliary data locally on the respective user devices while the media player is playing the video data, creating the auxiliary data locally on the respective user devices while the media player is playing the video data locally on the respective user devices. The control data defines one or more elements of the auxiliary data to be created by the media player including the elements of the auxiliary data which are to be retrieved from the primary data source and one or more secondary data sources.

[Continued on next page]

AO, AT, AU, AZ, BA, BB, BG, BH, BN, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CZ, DE, DJ, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IR, IS, IT, JO, JP, KE, KG, KH, KN, KP, KR, KW, KZ, LA, LC, LK, LR, LS, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PA, PE, PG, PH, PL, PT, QA, RO, RS, RU, RW, SA, SC, SD, SE, SG, SK, SL, ST, SV, SY, TH, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, WS, ZA, ZM, ZW.

(84) Designated States (*unless otherwise indicated, for every kind of regional protection available*): ARIPO (BW, GH, GM, KE, LR, LS, MW, MZ, NA, RW, SD, SL, ST, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, RU, TJ, TM), European (AL, AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, RS, SE, SI, SK, SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, KM, ML, MR, NE, SN, TD, TG).

Published:

— with international search report (Art. 21(3))